

## ORDER



**Orders**  
**Order / Rev:** 200466  
**Alt Order #:** 06844855  
**Product Desc:** 8/22-8/28 AFP-SENATE  
**Estimate:** 346  
**Flight Dates:** 08/22/12 - 08/28/12  
**Original Date / Rev:** 08/22/12 / 08/22/12  
**Order Type:** REG

## WVBT

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/AFP Senate  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	6	\$6,100.00	\$5,185.00
08/27/12	08/27/12	1	\$1,200.00	\$1,020.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$6,100.00	\$5,185.00	0.00
September 2012	1	\$1,200.00	\$1,020.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$7,300.00</b>	<b>\$6,205.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WVBT	6%	\$7,300.00
Market	100%	\$121,666.67

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	34%	\$41,366.67
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	42%	\$51,100.00
WTVZ	0%	\$0.00
WVEC	18%	\$21,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	08/23/12	08/23/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	---T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
FOX NEWS AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---			1			\$1,200.00		0.00			
2	WVBT	08/24/12	08/24/12		CM	8-9p	----F--	:30	1	\$400.00	P3	0.00	NM	1	\$400.00

WVBT